The 1912 Buick Line

OUR line for 1912 will comprise six models in Roadsters and Touring Cars, substantially the same in design and construction, differing only in size, all equipped with the famous Buick over-head valve motor, which we guarantee has more speed and more power than any equal sized motor on the market, and competitive tests have demonstrated its superiority and endurance in 94 per cent of all tests in which we have participated.

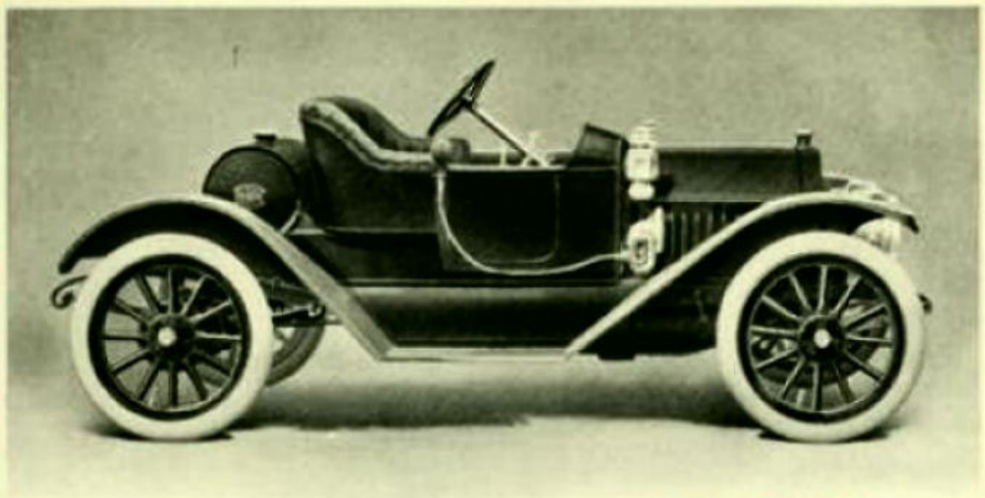
Models 36 and 35.

The ideal light-weight cars, the same care and attention having been bestowed on their mechanisms as have been given the larger cars of the line. Built in both Roadster and Touring types, the needs of those desiring a small car have been adequately met.

Models 28 and 29.

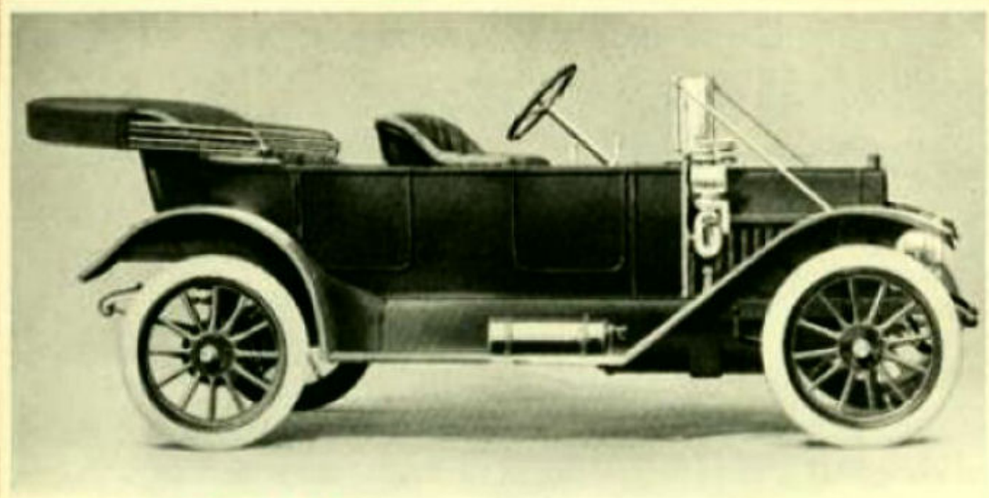
The efficient middle-weight cars. Mechanically they follow the most approved methods of unit power plant construction. Built in three body types, they meet the requirements for a full-powered dependable, satisfactory car — a car suitable for both city and country driving.

The first cars of each model were subjected to the most severe road tests, under the severest conditions, until each design, when accepted for production, was worthy of the Buick name and will rightfully sustain and enhance the Buick prestige.



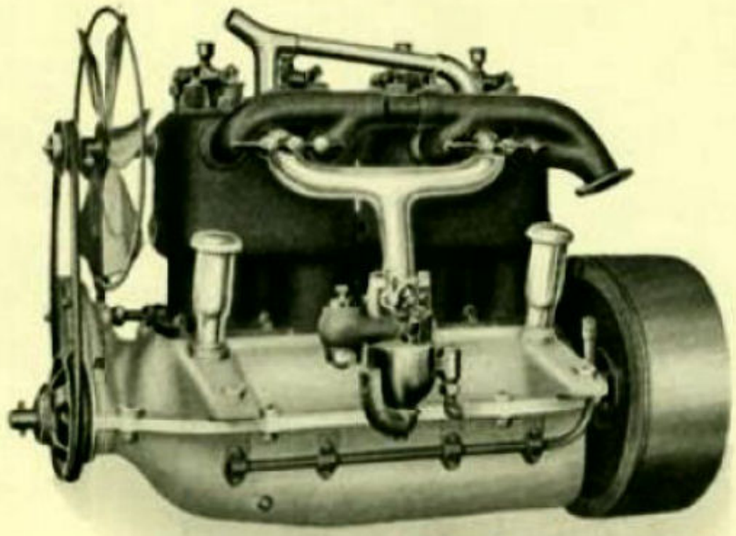
Buick Model 36

MODEL 36 BUICK will stand more hard use and abuse than any light roadster ever offered. It is the ideal car for the doctor, lawyer, architect, contractor—in short, the busy man. It is the best finished, best built, simplest and strongest car of its class.



Buick Model 35

MODEL 35 BUICK is the highest grade, medium priced, fore-door Touring Car offered this season. Its distinctive features of inside control, positive acting, velvety-grip brakes and reserve motor power, together with its easy riding qualities and ample leg room for driver and passenger, make it a car of unusual distinction and merit.



Models 36 and 35 Motor

ILLUSTRATING the pressed steel fan, belt driven from the crank shaft pulley and with adjustable centre distances; the direct oil feed to each connecting rod oil pit; the reinforced aluminum crank case, with its breather tubes of proper size and design; and the bolting of each manifold separate from the other, which gives to each and every part an exceptional accessibility. The cone clutch with positive lubrication to the clutch pilot, the spark plugs set at an angle of 45 degrees, the elimination of joints and clevises on the push rods and the exact lubrication of rocker arms on the Model 36 and 35 motor are the exterior indications of a refinement and improvement which have been carried out throughout the entire motor.

Specifications — Models 36 and 35

THE power, ease of control, and low hung body of the Model 36 Roadster make it the ideal car for the busy man whose duties demand the use of a low priced, sturdy and reliable roadster. The Model 35 has met the approval of the customer whose needs make for the use of a full powered, gracefully proportioned and dependable light touring car.

BODY—Model 36, two passenger Roadster type, undivided seat, full height fore doors; 20 gallon gasoline supply tank in rear. Model 35, Touring type, full height fore doors.

FRAME—Pressed steel, special construction, extra strong; three and one-half inch drop.

SPRINGS—Front, semi elliptic; rear full elliptic, with scroll ends.

FRONT AXLE—Tubular, with heat treated drop forged yokes, tie rod ends and steering spindles. Front wheels fitted with large cup and cone ball bearings.

REAR AXLE—Semi-floating type; special high carbon steel axle shafts, running on Hyatt alloy steel roller bearings.

WHEELS—Wood, artillery type; No. 2 Universal rims; large hub flanges.

TYRES—32 x 3½ inches.

WHEEL BASE—102 inches.

TREAD—56 inches (60 inches special when desired).

MOTOR—Four cylinder, four cycle, valve-in-the-head type. Cylinders semi-steel analysis, cast in pairs; 3½ inch bore; 3½ inch stroke. Three bearing crank shaft with die cast and bronze backed babbitt bearings. Exceptionally large bearing surfaces.

COOLING—Water, circulated by gear driven centrifugal pump, bolted to crank case. Brass inlet and outlet water manifolds. Radiator, vertical tube and plate type with large water capacity. Fan (attached to motor) belt driven from crank shaft pulley, running on two cone type ball bearings; centre distances easily adjusted to take up stretch in belt.

IGNITION—Jump spark. Current supplied by high tension magneto, with reserve set of dry cells.

CARBURETOR—Automatic float feed.

LUBRICATION—Self contained, constant level, splash system; oil circulated by gear pump. Sight feed on dash.

CLUTCH—Large leather faced aluminum cone of special design; springs under leather to prevent harsh action.

TRANSMISSION—Sliding gear, selective type, three speeds forward and reverse. Heat treated nickel steel transmission gears; chrome nickel steel transmission shaft, heat treated and ground; clutch gear, heat treated special steel, running on annular ball bearings; counter gear, nickel steel, heat treated, running on bronze bearings.

DRIVE—Direct to bevel gears in differential; propeller shaft running on Hyatt alloy steel roller bearings, with ball thrust. Special high carbon steel drive shafts, carried on Hyatt alloy steel roller bearings. Differential gears, open hearth carbon steel forgings, case hardened; pinion, case hardened nickel steel. Teeth, corrected form, insuring uniform strength in both pinion and bevel gears.

BRAKES—Emergency, internal expanding; service, external contracting. Both on rear wheel hubs. Very effective and positive, but entirely eliminating dragging and grabbing.

STEERING GEAR—Semi-irreversible; split nut and worm type, with ball thrust bearing; fully adjustable.

CONTROL—Friction retained spark and throttle levers, placed above steering wheel. Independent foot accelerator and muffler cutout. Pedals for service brake and clutch; side levers for gear changes and emergency brake conveniently located inside of body and entirely enclosed.

FINISH—Upholstered in black leather over genuine curled hair and deep coil springs. Dash, three-ply veneer, walnut finish. Running boards and front floor boards all treated and linoleum covered, with brass bindings.

COLORS

MODEL 36 ROADSTER—Body, Blue and gray; Wheels, Buick gray; Hood, Tank, Fenders and Chassis, blue black.

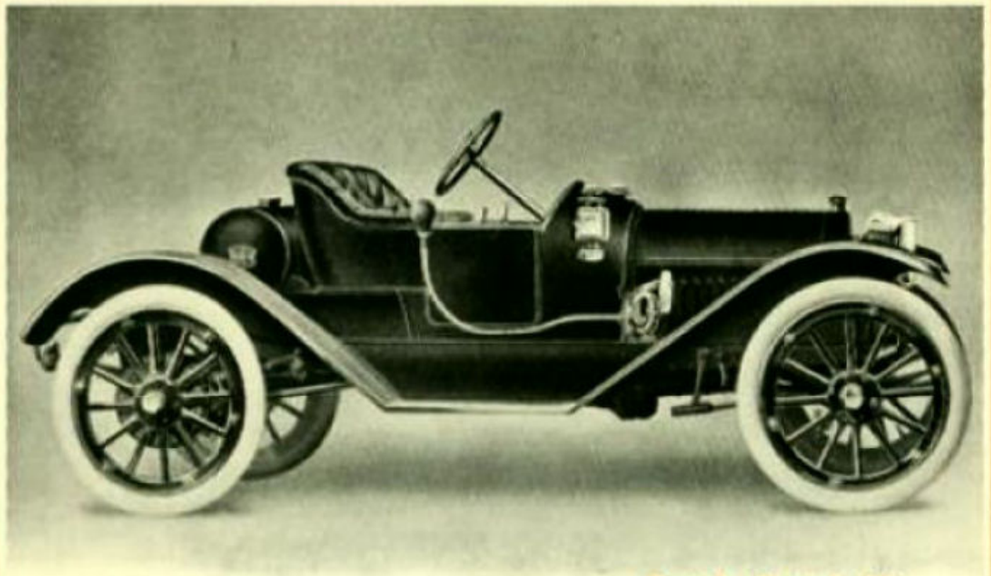
MODEL 35 TOURING CAR—Body, Hood, Fenders and Chassis, blue black; Wheels, Buick gray.

PRICES:

Model 36 Roadster, fully equipped with Mohair Top and Envelope, Wind Shield, Five Lamps and Generator - - - - - - - - - £300

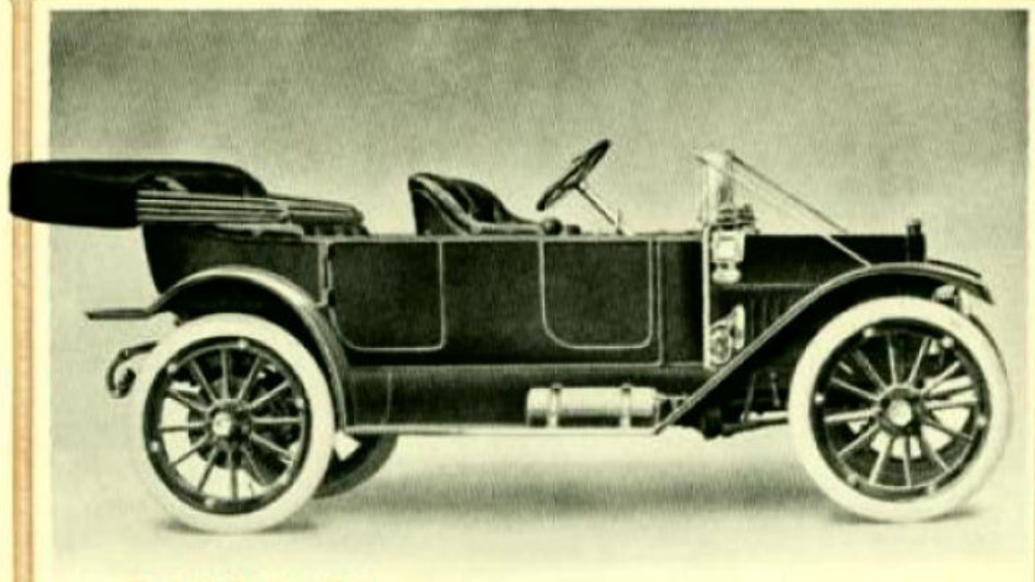
Model 35 Five-passenger Touring Car, fully equipped with Mohair Top and Envelope, Wind Shield, Five Lamps and Generator - - - - £350

STANDARD EQUIPMENT—Oil side and tail lamps, gas head lights (all lamps brass trimmed), horn and complete set of tools (including jack, pump and tyre repair kit).
(No allowance will be made for any part of standard equipment omitted by customer's order).



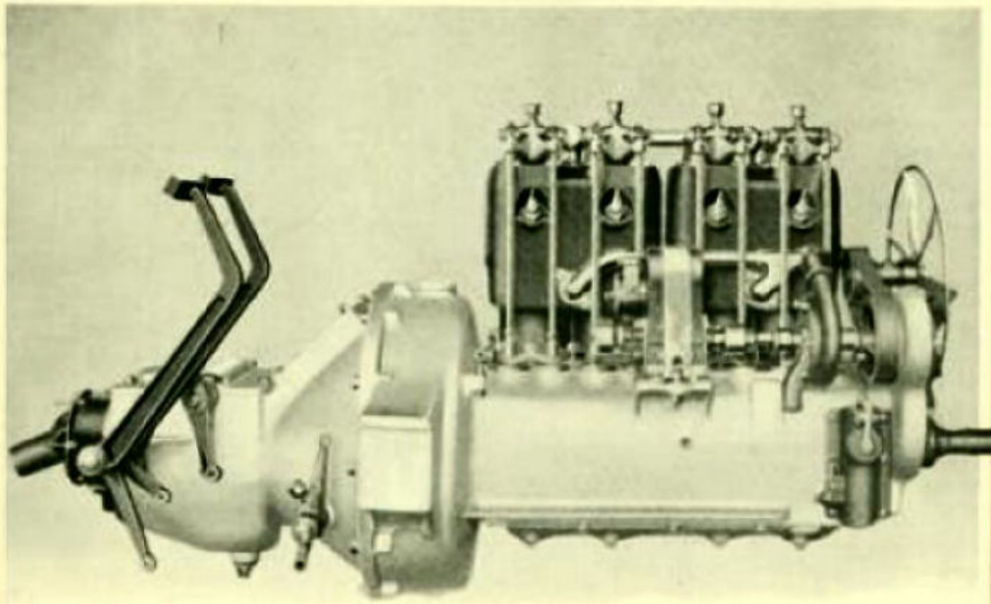
Buick Model 28

MODEL 28 offers the maximum service in medium weight two passenger cars. Its unit power plant insures the motor and transmission freedom from dirt and grit; its large gasoline tank and fully adequate oil capacity guarantee more miles of continual driving than could be reasonably expected, and its seat location and spring suspension all serve to make it the premier easy riding cross country roadster.



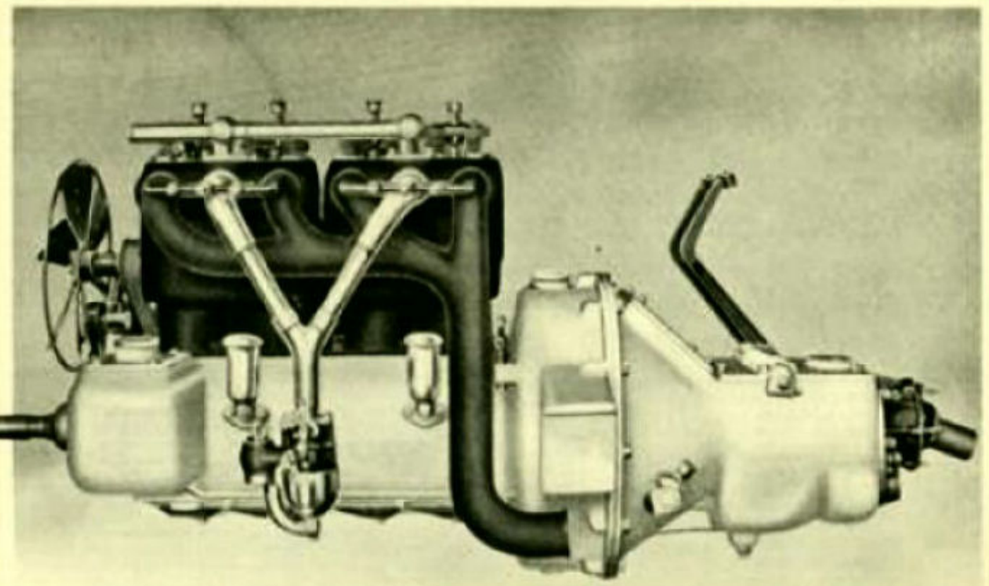
Buick Model 29

TO produce a satisfactory five-passenger touring car of medium weight, full powered, and properly finished and equipped, has ever been one of the most difficult automobile problems. The Model 29 has met these requirements in every respect. Not only is it medium priced, full powered and medium weight, but into every component part of its construction has entered the best of engineering skill, labor and material.



Ignition Side, Models 28 and 29 Motor

TO build a medium size unit power plant approaching perfection is a mechanical triumph. The Model 28 and 29 motor by its compactness, economy in weight and correct design illustrates to the fullest the possibilities of this type of construction. The elimination of all unnecessary parts and the consequent clean appearance of this power plant give it the racy appearance which is more than justified by its performance.



Manifold Side, Models 28 and 29 Motor

QUICK accessibility to transmission, clutch and motor is one of the distinctive features of this model. In addition may be noted the large auxiliary oil reservoir cast integrally with the crank case; the independent fastening of intake and exhaust manifolds; the full size, properly constructed, breather tubes, and—of major importance—the added size of cooling space in the water jackets.

Specifications—Models 28 and 29

Roadster—Touring Car.

BODY—Model 28, two passenger Roadster type, full height fore doors; 22 gallon gasoline supply tank in rear.
Model 29, five-passenger Touring type.
Model 29, four passenger Demi-Tonneau type.

FRAME—Pressed steel, special construction, giving extra strength; three and one-half inch drop.

SPRINGS—Front, semi-elliptic; REAR, three-quarter elliptic, with scroll ends.

FRONT AXLE—Drop forged I-beam, with heat treated drop forged tie rod ends and steering spindles. Front wheels fitted with extra large cup and cone ball bearings.

REAR AXLE—Semi-floating type; special high carbon steel axle shafts, running on Hyatt alloy steel roller bearings.

WHEELS—Wood, artillery type; quick demountable bolted-on rims. Large hub flanges.

TYRES—34 x 3½ inches. Quick detachable on demountable rims.

WHEEL BASE—108 inches.

TREAD—56 inches (60 inches special when desired).

MOTOR—Unit power plant; four cylinder, four cycle, valve-in-the-head type. Cylinders semi-steel cast-iron, cast in pairs; 4 inch bore; 4 inch stroke. Three bearing crank shaft with bronzed backed babbitt lined bearings. Exceptionally large bearing surfaces.

COOLING—Water, circulated by gear driven centrifugal pump. Brass inlet and outlet water manifolds. Radiator, vertical tube and plate type with large water capacity. Fan (attached to motor) belt driven from pump shaft pulley, running on ball bearings; centre distances of fan pulleys easily adjusted to take up stretch in belt.

IGNITION—Jump spark. Current supplied by high tension magneto, with reserve set of dry cells.

CARBURETOR—Automatic float feed.

LUBRICATION—Automatic splash system. Oil uniformly distributed. Supply maintained by positive drive, slow speed plunger pump, with sight feed on dash.

CLUTCH—Large leather faced aluminium cone of special design; springs under leather to prevent harsh action.

TRANSMISSION—Sliding gear, selective type, three speeds forward and reverse. Heat treated nickel steel transmission gears; chrome nickel steel transmission shaft, heat treated and ground; clutch gear, heat treated special steel, running on annular ball bearings; counter gear, nickel steel, heat treated, running on bronze bearings.

DRIVE—Direct to bevel gears in differential; propeller shaft running on Hyatt alloy steel roller bearings, with ball thrust. Special high carbon steel drive shafts, carried on Hyatt alloy steel roller bearings. Differential gears, open hearth carbon steel forgings, case hardened; pinion, case hardened nickel steel. Teeth, corrected form, insuring uniform strength in both pinion and bevel gears.

BRAKES—Emergency, internal expanding; service, external contracting. Located on the 14 inch diameter rear wheel hub drums; very effective and positive and at the same time entirely eliminate dragging and grabbing.

STEERING GEAR—Semi-irreversible; split nut and worm type, with ball thrust bearing; fully adjustable. Seventeen inch hand wheel with inserted spider.

CONTROL—Friction retained spark and throttle levers, placed above steering wheel. Independent foot accelerator and muffler cut-out. Pedals for service brake and clutch; side levers for gear changes and emergency brake conveniently located inside of body and entirely enclosed.

FINISH—Handsomely painted. Upholstered in extra fine quality black leather, over genuine curled hair and deep coil springs. Dash, three ply veneer, walnut finish. Running boards and front floor boards oil treated and linoleum covered, with heavy brass binding.

COLORS

MODEL 28—Body, wine and black; Wheels, wine; Hood, Tank, Fenders and Chassis, blue black.

MODEL 29—Body and Wheels, grey; Hood, Fenders and Chassis, blue black.

PRICES:

Model 28 Roadster, fully equipped with Mohair Top and Envelope, Wind Shield, Five Lamps and Generator - - - - - - - - £350

Model 29 Five-passenger Touring Car, fully equipped with Mohair Top and Envelope, Wind Shield, Five Lamps and Generator - - - - £400

STANDARD EQUIPMENT—Models 28 and 29: Oil side and tail lamps, gas head lights (all lamps brass trimmed black enamel), horn and complete set of tools (including jack, pump and tyre repair kit), one extra demountable rim and tyre irons. (Model 28, Tyre irons on rear. Model 29, tyre irons on right side). Model 28, half foot rest. Model 29, five passenger, foot rest, robe rail and tonneau floor tonneau mat.

(No allowance will be made for any part of standard equipment omitted by customer's order).

SINCE 1904, when the first Buick car was built, over Eighty Thousand Buick cars have been made, and sold, and we challenge the producing of a single worn out Buick car, or a single instance where one has been permanently laid aside by reason of its owner being unable to secure parts from any one of our numerous Factory Branches, located in every important trading centre in the United States and Canada, to say nothing of hundreds and hundreds of permanent Buick Agencies in every city and hamlet in the country, where Buick supplies and parts are kept for the convenience of Buick owners.

In the Buick Plant at Flint, Michigan, which is the largest Automobile Factory in the world, we build nothing but high grade automobiles, complete, from the finest raw materials the market affords, including motors, radiators, frames, wheels, transmissions, front and rear axles, springs, bodies, fenders, drop forgings, tops and trimmings; in fact, the car complete, even including bolts, nuts and cap screws.

What does this mean to the purchaser? It means that we can furnish you an automobile at the minimum cost, embodying style, comfort, speed, power and endurance, all of which are demanded by the well informed and exacting buyer.

This immense factory, with all its facilities and modern machinery and ample capital, is a continued guarantee that a Buick Car will never go to the junk heap for want of parts for replacements, because, at reasonable prices and convenient places of delivery, duplicate parts can be obtained for any Buick Car that has ever been built.

Buick Service.

THE word SERVICE is the key-note of BUICK SUCCESS. With us it signifies much more than the term usually implies. It means service from us to the dealer — from the dealer to the user — as well as the satisfactory service of every Buick car that was ever manufactured; — the service that will insure the satisfactory use of that car under all conditions and at all times.

In order to afford this complete service, we have built up from season to season a fully equipped organization, comprised of the world's best Engineers and Mechanics; have gathered from our experience and the best practices of America and the European nations the most advanced ideas in automobile construction; and have selected from the world's markets the finest materials suitable to our needs.

The unparalleled demand and world-wide market for the various Buick Models have made it necessary for us to again and again extend our organization; to enlarge our manufacturing facilities; and broaden the scope of both our sources of supply and methods of distribution.

BUICK SERVICE starts from the General Manager's desk and continues on down through the various departments to the door-steps of your garage.

Most automobiles are guaranteed perfect, but a Buick car is more than perfect — it is insured, — for it is built by an organisation whose watch-word has been service and who knows the Buick practice of constant supervision, both in our plant and in the field, over all organizations bearing the Buick name.

It is our aim and ambition to maintain and augment the high standard of quality that has always been found in Buick cars and to this end we shall continue to strive for the mutual welfare of our dealers and their patrons.